

CHRONICLE OF HIGHER EDUCATION  
29 August 1984

# CIA Recruiters Find Students Welcome Them

Military also regains favor;  
ROTC is more popular

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Columbia University, a hotbed of anti-government protests during the 1960's, now supplies the Central Intelligence Agency with more recruits than any other college or university in its region.

And C.I.A. officials say Columbia is not the only institution where times have changed. Where agency recruiters once faced student demonstrators who drove them off the campus, they are now speaking to standing-room-only crowds.

While C.I.A. officials attribute much of the agency's success to the tight job market for new graduates, they also agree with many university administrators who say there has also been a major shift in student values.

Last year alone, the C.I.A. received more than 200,000 résumés, a 100-per-cent increase over numbers in the mid-1970's, according to Thomas H. White, a personnel representative who said that students who are attracted to the agency are "more concerned about getting degrees and going to work than getting involved in protest movements."

"The kids that are coming on board are very pragmatic," said Maj. Alan D. Johnson, associate professor of military science at the University of Colorado at Boulder.

The military is also benefiting from this new student attitude.

Defense Department officials say that military careers are becoming increasingly popular. Enrollment in the Reserve Officers Training Corps has increased steadily since 1974, reaching a high of 110,145 in fiscal year 1984. The increase over the 1980 total alone was more than 17,000. For 1985, the Defense Department is projecting a rise in enrollment of almost 2,000, according to a spokesman.

More and more institutions are allowing R.O.T.C. on their campuses. Today there are 529 units across the country, compared to 485 in 1981.

## Advertising Campaign

To capture the new market, the C.I.A. is using flashier copy than ever in a major advertising campaign designed to broaden its applicant pool and attract computer and engineering specialists, as well as people with political-science backgrounds, according to James T. Fitzgerald, the agency's personnel representative for New York City, New Jersey, and Connecticut.

The C.I.A., he said, is interested in people who will involve the agency in "state-of-the-art development," especially in such areas as electronics, nuclear power, civil technology, and the military—fields in which the United States competes with the Soviet Union.

The agency is willing to pay well for the people it needs. Starting salaries vary from \$17,000 for college graduates to over \$25,000 for people with advanced degrees, according to John P. Littlejohn, deputy director of personnel for employment.

One C.I.A. official, unwilling to cite specifics, said the Reagan Administration had placed more demands on the agency than had other recent Administrations.

According to Mr. Littlejohn, the agency is seen as a more viable career option in part because the public knows more about it today. In addition to publicity generated by the advertising campaign, newspapers have focused more attention on C.I.A. activities, and the agency has lost much of the aura of secrecy that made it seem unapproachable.

Nevertheless, stressed Mr. Littlejohn, the C.I.A. has never had a shortage of applicants.

Forty-five per cent of the agency's recruits for its operations and intelligence divisions apply during their senior year of college. The remaining 55 per cent apply as graduate students, according to Lavalie L. Curran, special assistant for recruitment operations.

## Changes in Attitudes

While C.I.A. officials say the recruitment campaign has been very effective, at a time when jobs are harder to come by, most university administrators say the agency's popularity stems less from media attention than from changes in student attitudes. Students today are more career-oriented than ever, the administrators say, and are less likely to

make connections between political ideals and employment. Right- and left-wing students alike are seeking any job opportunities open to them.

"Whether it's the C.I.A. or the 'x.y.z.' students are interested in a career," said Thomas S. Johnson, director of career advising and placement services at the University of Wisconsin at Madison.

The C.I.A.'s Mr. Littlejohn recalled that, during the Vietnam War and its aftermath, the agency's recruitment drives had been forced off the campuses and into nearby hotels or federal buildings to avoid protests. Interest in employment dropped.

Today, he said, there are few protests, and, without exception, they are small and unthreatening. Recruiters no longer worry about interruptions.

"Students are more concerned about finding careers and employment, and less concerned about social issues," said Earl L. Young, assistant director for placement services at the University of Colorado at Boulder. "Consequently, they look at an organization like the C.I.A. and are not put off by the fact that it's engaged in controversial activities in Central America."

One 1981 college graduate who considered a job with the C.I.A. said he had no moral qualms at the time.

"No one's hands are clean," said the graduate, A. Colby Parks of Occidental College. "Almost every major corporation does something with somebody that someone doesn't like."

As a history major, he was interested in the opportunities for research that were available through the C.I.A., he said, but got sidetracked with a career in teaching.

Mr. Young of Boulder said that sort of aloof practicality was typical of students today. "I was here in the 1960's. Many students were members of Students for a Democratic Society, and they couldn't have cared less about careers. They were concerned about the world, this country, and what was happening in Vietnam," he said. "You don't see that same passionate behavior on this campus anymore."